

Guilherme Franco de Barros

Marketing Manager | Brand, CRM, Performance & Digital Marketing Leadership

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PROFESSIONAL SUMMARY

Marketing Manager with 15+ years of experience delivering measurable commercial outcomes across brand, CRM, performance marketing, content and events. Improved lead conversion by 28% through dynamic creative and reduced sign-up friction, and cut campaign cost-per-click by 70% through geo-targeted advertising. Built an AI agent pipeline (n8n, Perplexity API) automating SEO/GEO-structured content production, and use SQL to build customer segments for retention and cross-sell campaigns. Lead a team of six, manage procurement and vendor relationships, and standardised brand identity recognised globally by Travelex UK. Combines strategic direction with hands-on execution across content, design, systems and stakeholder management.

CORE SKILLS

- Brand Strategy & Positioning
- CRM Management & Marketing Automation (HubSpot, ActiveCampaign)
- SQL Segmentation & Data-Driven Campaigns
- Digital & Paid Media (Google, Meta, LinkedIn Ads)
- AI-Driven Content & SEO/GEO (n8n, Perplexity API)
- Content Production (Video, Adobe Illustrator & Photoshop)
- Website Management (WordPress & Elementor)
- Event Planning & Delivery
- Procurement, Tendering & Vendor Management
- MarTech & Workflow Systems (ClickUp, Monday, Trello, Asana, Notion)
- Team Leadership & Cross-Functional Collaboration
- Performance Analytics & Reporting (Power BI, GA4)

PROFESSIONAL EXPERIENCE

Travelex Bank Banco de Câmbio S.A

Foreign exchange bank in Brazil, part of the Confidence Group/Travelex international brand, serving corporate and retail clients across currency exchange and related banking services.

Marketing Manager

07/2024 – Present

- Improved lead conversion by 28% by introducing dynamic creative and reducing sign-up friction in campaign landing pages
- Lifted top-of-funnel conversion by 15% by building HubSpot marketing automation nurture flows between leads and prospects
- Cut campaign cost-per-click by 70% and lifted qualified lead conversion by 20% by implementing geo-targeted advertising around industry events and trade shows
- Use SQL queries and data joins to build customer segments for targeted retention campaigns (birthday offers, reactivation, dormant account activation), integrating segmentation with CRM to trigger email and remarketing campaigns across LinkedIn and Meta
- Run email marketing to a proprietary customer base achieving over 60% engagement, and manage cross-sell and upsell campaigns through ActiveCampaign, including A/B testing
- Run SMS campaigns as additional automation steps and manage bulk SMS sends for promotional campaigns through a contracted broker
- Built an AI agent pipeline using n8n, the Perplexity API, an image generation API and web scraping to automate blog content production, structuring content to be SEO/GEO-friendly and achieve strong organic rankings and external citations
- Manage the corporate website on WordPress, currently rebuilding on WordPress and Elementor with AI-supported product interaction tools
- Standardised brand identity across channels, unifying the lead journey under a single corporate identity recognised by prospects and by Travelex UK globally
- Personally produce short-form video content and manage the bank's Instagram channel (@travelexbank), filming and appearing in Reels as part of end-to-end content production
- Run an account-based marketing approach for approximately five key B2B partner accounts, building tailored campaigns with a focus on cross-sell and share of wallet
- Produced client and partner video-case content used as a core asset in acquisition campaigns for new customers

- Plan and deliver events end-to-end, including concept, budget, contracts and payment tracking: "Travelex Day" (brand breakfast), "Travelex Summit" (corporate event) and a 3-day internal engagement offsite for 150+ people
- Develop marketing collateral including presentations, brochures and promotional materials using Adobe Illustrator and Photoshop
- Reduced cross-functional project turnaround from a 7-day to a 3-day SLA by building closer working relationships with internal business areas
- Cut proprietary content production time from 7 days to 1 day by building an AI-agent workflow on our own knowledge base
- Created "Academia Travelex," a journalist training program pairing media training with our spokespeople, growing tier-1 earned media coverage with no media spend involved
- Configured and structured the marketing team's internal workflows in ClickUp; also familiar with Monday, Trello, Asana and Notion
- Run all procurement and vendor negotiations for the team through structured processes, including competitive tendering, analysis, contracting and delivery tracking
- Lead internal communications for employees alongside external marketing, adapting messaging and channels across different audiences within the organisation
- Lead a team of six across growth marketing, coordination, design, and press and media relations, mentoring team members day to day
- Collaborate across compliance, legal, operations, finance and commercial teams to deliver a company-wide digital transformation initiative
- Build and maintain Power BI dashboards providing visibility into funnel performance, lead generation and ROI for executive stakeholders

Marketing Coordinator

09/2022 – 07/2024

- Ran multichannel paid and digital campaigns (Google Ads, LinkedIn, Meta, email), cutting cost-per-click (CPC) by 45% through data-driven optimisation
- Built Power BI dashboards to track campaign performance and support executive reporting
- Analysed funnel performance and identified bottlenecks across acquisition and conversion stages

Marketing Specialist

11/2021 – 09/2022

- Executed digital and offline campaign rollouts and monitored KPIs across corporate, retail and high-net-worth customer segments
- Assisted in customer engagement initiatives based on behavioural and performance data

Hub Odonto Franquias LTDA

Dental care franchise network in Brazil.

Head of Marketing

09/2018 – 04/2021

- Developed and managed a franchisee acquisition campaign end-to-end (concept, design, paid traffic, initial lead contact), generating 12 new franchisees in 18 months at an average deal value of R\$150,000, on a media budget of approximately R\$7,000 per month
- Improved lead quality for prospective franchise partners by 35% and lifted franchisee financial performance by 70% through regionalised acquisition campaigns
- Implemented CRM and automation strategies to improve lead management and customer journey

PREVIOUS EXPERIENCE

Banco Safra — Senior Marketing Analyst | 10/2015 – 09/2018

One of Brazil's largest private multinational banks.

HSBC Bank S.A — Senior Marketing Analyst | 12/2013 – 10/2015

Global multinational bank operating in Brazil at the time.

EDUCATION

- Master by Research (in progress) — Edith Cowan University, Perth | Commencing July 2026
- Master in Marketing — ESPM / EADA Business School
- Bachelor in Social Communication — UNIP

LANGUAGES

Portuguese (Native) | Fluent in English | Business Conversation in Spanish

COURSES | CERTIFICATIONS

- AI in Marketing — Darden School of Business

- GenAI for Business Leaders — IBM
- Project Management Fundamentals — Google
- Inbound Marketing Certification — HubSpot
- Accountable Marketing — Insper

TECHNICAL & MARKETING TOOLS

SQL / HTML / Power BI / Google Analytics / Google, Meta and LinkedIn Ads / HubSpot / ActiveCampaign / Pipedrive / n8n / Perplexity API / WordPress / Elementor / Adobe Illustrator / Adobe Photoshop / ClickUp / Monday / Trello / Asana / Notion / Excel (Advanced)